**TechEd 2011 Twitter Guide**

This is a quick guide to help those Twitterers at TechEd 2011, particularly for those joining the 2011 Twitter Army by attending the 1st annual TechEd 2011 Tweetup. Official info can be found here:


**Twitter at TechEd 2011**

The Microsoft TechEd conference is the best community event on the planet, and this year’s version, TechEd 2011, will be no different. The event will be huge. There are quite a few people who have attended this conference for many years. Some have taken a year or two off here and there, but all hanker to return.

Over the past 3 years at TechEd, Twitter has become a significant communication tool for the community and event organizers.

Here’s some quick info on Twitter use at TechEd 2011.

First off, the official Twitter hashtag for TechEd 2011 is: #msteched

The official TechEd 2011 Twitter account is: @TechEd_NA

**Twitter for Sessions**

When tweeting about specific sessions, use #TE and then add-on the session indicator. For example, the following would be the complete session hashtag for the “PRC13 | Group Policy in Windows 7 and Windows Server 2008 R2” session:

#TEPRC13
Keeping track of Community gatherings at TechEd 2011

Because of the number of friendships created over the years, there is always something going on somewhere. Folks can gather just about anywhere.

This year, we’re going to make it easier to keep track of community gatherings so no one misses out, and unless you just want some downtime, there will always be somewhere to be.

This year we’re going to be utilizing a special Twitter hashtag so that folks can track the community events going on.

The hashtag is: #mstefun

So, here’s how this works: If you attending a community gathering, Tweet the name of the location where you are either already at, or will be heading toward and then add the #mstefun hashtag at the end of the Tweet.

For those wanting to figure out what to do, just follow the #mstefun hashtag using your favorite Twitter tool and show up. That’s it!

Incidentally, if you use Foursquare or Gowalla locational services, you can also use the same hashtag to give people the exact location of the gathering. Just make sure your location activity is propagating to Twitter.

Also, feel free to use the hashtag while at the gathering for us to better record community activity this year.

Please keep in mind, too, that these gatherings are for everyone! If you are a TechEd newbie, this is a great way for you to create your own friendships.

Tracking TechEd Tweets on the web

If you have access to the web at TechEd 2011, and want to track special events that way, you can use Hashtag.org.

Here’s direct links to a couple special Hashtags:

TechEd 2011: http://www.hashtags.org/msteched

TEFUN: http://www.hashtags.org/mstefun

You can see how the URL is formed. Stick the hashtag at the end of the www.hashtags.org URL.

So, if you want to track by session, stick the session’s hashtag at the end of the URL.
For example, here’s the URL for the “PRC13 | Group Policy in Windows 7 and Windows Server 2008 R2” session:

http://www.hashtags.org/TEPRC13

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Official TechEd 2011 Twitter account: @TechEd_NA

Special Hashtags:

#msteched – primary event hashtag

#mstefun – community tracking

#teXXXX – Session hashtag. Replace the X’s with the session code for each individual session.